

## ASSIGNMENT 7

Textbook Assignment: "Printing, Layout and Makeup" (continued), pages 8-12 through 8-30.

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- 7-1. What photograph cropping procedure is the most accurate and most commonly used by the Navy?
1. Masking
  2. Cutting
  3. Cutlining
  4. Marking margins with grease pencil or ink
- 7-2. You must crop a valuable photo of which you have only one print. What procedure(s) should you follow?
1. Marking with grease pencil
  2. Scaling only
  3. Masking only
  4. Masking and scaling
- 7-3. You have a photo that is 3 inches wide and 5 inches deep. You wish to use it as a two-column picture, which is 5 inches wide. For the enlarged photo, how many inches in depth should you mark off on the layout?
1. 5 in.
  2. 8 in.
  3. 8 1/3 in.
  4. 8 3/4 in.
- 7-4. Concerning type size, 1/2 inch is equal to how many points?
1. 12
  2. 24
  3. 36
  4. 72
- 7-5. In measuring type, six picas is equal to how many points?
1. 12
  2. 24
  3. 36
  4. 72
- 7-6. The width of a line of type is measured in which of the following dimensions?
1. Picas
  2. Points
  3. Inches
  4. Millimeters
- 7-7. The height of a letter of type is measured in which of the following dimensions?
1. Millimeters
  2. Points
  3. Picas
  4. Inches
- 7-8. What term is used to describe the different styles of type?
1. Faces
  2. Series
  3. Families
  4. Serifs
- 7-9. When selecting type, what should you consider first?
1. Dignity
  2. Clarity
  3. Boldness
  4. Strength
- 7-10. The principle difference between old style and modern Roman types is that old style has which of the following characteristics?
1. Rounded serifs
  2. Thin hairlines
  3. Straight serifs
  4. Heavier shadings

7-11. What is the name given to the typeface characterized by slanted letters that is made to match almost every type style in use?

1. Script
2. Gothic
3. Italics
4. Text

7-19. Typefaces that bear a close resemblance to each other but are not exactly alike in design are known by which of the following names?

1. Series
2. Races
3. Families
4. Fonts

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IN ANSWERING QUESTIONS 7-12 THROUGH 7-16, SELECT FROM COLUMN B THE TYPEFACE CUSTOMARILY USED FOR THE PURPOSE STATED IN COLUMN A. RESPONSES MAY BE USED MORE THAN ONCE.

A. PURPOSES	B. TYPE-FACE
7-12. To print the text of newspapers, books and magazines	1. Roman 2. Gothic
7-13. To print formal material, such as invitations	3. Contemporary
7-14. To print advertisements, compositions and TV commercials	
7-15. To print labels on cans and boxes	
7-16. To print posters and newspaper headlines	

7-20. What is the complete assortment of type in one size and style called?

1. Case
2. Class
3. Series
4. Font

7-21. When you use an initial letter to begin a page or a paragraph, what rule is generally followed?

1. The entire sentence is capitalized
2. The rest of the word is capitalized
3. The remainder of the word is italicized
4. The rest of the sentence is printed in boldface

7-22. When you select ornaments for a print job, what is the general rule to follow?

1. Select ornaments for decoration only
2. Abundantly decorate the job with ornaments
3. Select ornaments that contrast with the type
4. Use ornaments that correspond with the type

7-23. What is meant by the focal point of a newspaper page?

1. The name of the newspaper
2. The area where the reader normally expects to find the most important story
3. The area occupied by the largest picture
4. The most attractive area of the page

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7-17. What typeface is used to emphasize work in text material?

1. Roman
2. Italics
3. Script
4. Text

7-18. What typeface most closely resembles handwriting?

1. Script
2. Italics
3. Gothic
4. Text

- 7-24. What device was used by newspaper editors of the '30s and '40s to establish the upper right-hand corner of a newspaper page as the focal point?
1. Arrows
  2. Art
  3. Banner headlines
  4. Sub-heads
- 7-25. What area, if any, is considered best for use as the front-page focal point for a newspaper?
1. Upper right-hand corner
  2. Upper left-hand corner
  3. Upper center
  4. None
- 7-26. On an inside page with no advertising, where is the focal point?
1. Upper right-hand corner
  2. Upper left-hand corner
  3. Upper center
  4. Center page
- 7-27. On an inside page with a mass of advertising in the lower left corner, where is the focal point?
1. Lower left-hand corner
  2. Lower right-hand corner
  3. Upper left-hand corner
  4. Upper right-hand corner

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IN ANSWERING QUESTIONS 7-28 THROUGH 7-32 IN THE FOLLOWING COLUMN, SELECT FROM COLUMN B THE TYPE OF MAKEUP LINE CHARACTERIZED BY THE INFORMATION IN COLUMN A USED AS THE QUESTION. RESPONSES MAY BE USED MORE THAN ONCE.

- | <u>A. INFORMATION</u>  | <u>B. MAKEUP LINE</u>                               |
|--|---|
| 7-28. Tends to add rhythm to a page and encourages the reader to read through the page   | 1. Circle<br>2. Diagonal<br>3. Horizontal           |
| 7-29. Places equal importance on all stories   | 4. Vertical   |
| 7-30. Was used in makeup in early America  |   |
| 7-31. Introduced in World War II and is the most striking change in newspaper appearance this century  |   |
| 7-32. Used to get reader to read back and forth on page  |   |
| <hr/>  |   |
| 7-33. Which of the following design concepts is used to standardize the day-to-day appearance of a newspaper?  | 1. Balance<br>2. Unity<br>3. Rhythm<br>4. Harmony   |
| 7-34. Separating display items to give each the attention it deserves on a newspaper page is the practice of which of the following design concepts? | 1. Balance<br>2. Contrast<br>3. Unity<br>4. Harmony |
| 7-35. A paneled page is one that lacks adherence to which of the following design concepts?  | 1. Balance<br>2. Harmony<br>3. Contrast<br>4. Unity |

- 7-36. Which of the following elements help the reader to identify a particular newspaper?
1. Masthead, headlines and devices
  2. Nameplate, flags and devices
  3. Nameplate, masthead and flags
  4. Flags, headlines and nameplate
- 7-37. Which of the following elements of the newspaper include(s) the disclaimer?
1. The flag
  2. The nameplate
  3. The masthead
  4. All of the above
- 7-38. To indicate the section pages of a newspaper, you should use which of the following newspaper makeup elements?
1. Nameplates
  2. Flags
  3. Mastheads
  4. Section logos
- 7-39. The disclaimer is a component of which of the following newspaper makeup elements?
1. Nameplate
  2. Flag
  3. Masthead
  4. Section Logo
- 7-40. Which of the following newspaper makeup elements contribute to all of the five concepts of newspaper design?
1. Flags
  2. Mastheads
  3. Typographic devices
  4. Headlines
- 7-41. A story requiring a jump should be split in which of the following ways?
1. At the end of a paragraph
  2. At the end of a sentence not ending a paragraph only
  3. In midsentence only
  4. Either 2 or 3 above, depending on editorial preference
- 7-42. In newspaper makeup design, which of the following practices should NOT be done?
1. Separate the headline of one story from that of another
  2. Place pictures between headlines and their accompanying stories when possible
  3. Decrease the point size of headlines as they descend the page
  4. Keep all stories under their respective headlines
- 7-43. Concerning pictures in newspaper makeup design, which of the following practices is NOT recommended?
1. Stand pictures on either a headline, another picture or the bottom of a page
  2. Float a picture of two-column width or more in the copy
  3. Separate unrelated pictures with body type
  4. Give important pictures maximum display on a page
- 7-44. Which of the following examples represents the best use of a thumbnail photo?
1. It is positioned so that it looks into the story or out of the page and has a name line
  2. It is printed one column wide and floated in the copy above a name line
  3. It shows action or motion and is used to guide the reader's eye through a page
  4. It should give a "thumbnail sketch" of the story, and it should be at least two columns wide and placed at the end of the story
- 7-45. Which of the following techniques may be used to break up the grayness of a page?
1. Using boxes and dingbats
  2. Using pictures effectively
  3. Using a variety of type
  4. All of the above






- 7-46. Which of the following typographic devices are commonly favored by contemporary newspaper editor-s to separate unrelated items and to unite related items?
1. Column rules and cutoff rules
  2. End dashes and jim dashes
  3. Cutoff rules and dinky dashes
- 7-47. Reefers are used to break up grayness on a page by employing which of the following typographical devices?
1. A hammerhead
  2. Dingbats
  3. A sandwich
  4. An initial letter
- 7-48. Which of the following elements identifies a newspaper on each page of the publication?
1. A dateline
  2. A folio line
  3. A window
  4. A flag
- 7-49. All special pages of a newspaper should have which of the following traits in common?
1. Artistic designs
  2. Individual personalities
  3. A similarity in makeup
  4. Action pictures
- 7-50. What factor determines the format to be used in laying out a picture story?
1. The importance of the story
  2. The space limitations of the publication
  3. The expressed interests of the publication's readers
  4. The number of photographs available
- 7-51. In a picture story, what picture is the most important?
1. The central picture in the body
  2. The closing picture
  3. The lead picture
- 7-52. For a picture story layout, the subject of the lead photograph should face in what direction?
1. To the viewer's right
  2. Downward
  3. Straight out of the page
  4. To the viewer's left
- 7-53. Headlines, cutlines and text in a picture story layout serve which of the following functions?
1. They provide facts to supplement the pictures editorially
  2. They serve graphically as elements of composition
  3. Both 1 and 2 above
  4. They duplicate the message in the pictures
- 7-54. What are the initial copies of your typeset stories called?
1. Galley proofs
  2. Galleys only
  3. Proofs only
  4. All of the above
- 7-55. What method of noting proof-reader's marks requires the editor to draw lines to the error and place the proofreading symbol in the margin?
1. Book system
  2. Guideline system
  3. College system
  4. AP system

A.       Mans odds for survival in polar area could be  
 B.   greatly increased as a result of 2 recent inventions  
 c.   sponsored by the coast guard.  
 D.       The inventions include a light weather-Resistant tent,  
 E.   and a blanket which, when folded, will fit in the palm  
 F.   of the hand Both are designed to conserve body warmth.  
 G.       Light, portable and easily assembled, the tent is  
 H.   made of fabric which is windproof and water proof.  
 I.       Yet it is porous enough to permit the escape of body  
 3.   moisture while retaining the occupants body heat.  
 K.       The blanket is made of light, aluminized plastic film  
 L.   which possesses unusual toughness and durability.   This  
 M.   type film is presently used in space operations.  
 N.       Although the blanket measures 56 by 84 in, it  
 O.   be can folded into a small, rectangular package suitable  
 P.   for easy for handling.





Figure 7-A.--A galley proof to be proofread

FIGURE 7-A IS AN ARTICLE TO BE PROOFREAD AND EDITED. THE LETTERS PRECEDING EACH LINE ARE REFERENCES IN ANSWERING QUESTIONS 7-56 THROUGH 7-67. PROOFREAD THE ARTICLE, USING THE APPROPRIATE MARKS GIVEN IN FIGURE 8-21 OF YOUR TEXTBOOK, THEN ANSWER THE FOLLOWING QUESTIONS.


7-56. What symbol should you enter to correct the possessive cases in lines A and J?

1.  
2. 
3. 
4. 

7-57. What indication should you make to show the printer that the number in line B and the measurement in line N are to be spelled out?

1. 
2. 
3. 
4. 

7-58. Which of the following marks should you use on line C?

1. //
2. m
3. C + sc
4. 

7-59. What mark should be used for the error in line D?

- 1.
- 2.
- 3.
4. *no cap*

7-60. In line E, assume that you made marks to remove the commas preceding and following "when folded." However, you now decide to retain the commas. What should you write to indicate that fact?

1. Don' t change
2. Disregard
3. Stet
4. Replace commas

7-61. Which of the following marks should you use to correct the punctuation of line F?

- 1.
- 2.
- 3.
- 4.

7-62. What mark indicates that punctuation has been omitted from line G?

- 1.
- 2.
- 3.
- 4.

7-63. What mark should you use for line H to indicate that "water proof" is one word?

- 1.
- 2.
- 3.
- 4.

7-64. What mark should you use to indicate that line I continues the sentence begun on line G?

- 1.
- 2.
- 3.
4. *no H*

7-65. What mark should you enter to correct line M?

- 1.
- 2.
- 3.
- 4.

7-66. What symbol you insert at line O to indicate the transposition of words?

- 1.
- 2.
- 3.
- 4.

7-67. What mark should you use to eliminate the duplicated word in line P?

- 1.
- 2.
- 3.
- 4.